

5813-58

10/8/2014

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460



OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

Ms. J. Evelyn Lawson  
The Clorox Company  
c/o PS&RC; P.O. Box 493  
Pleasanton, CA 94566

Subject: **Spruce-Ups**  
EPA Registration Number 5813-58  
Application Dated April 15, 2014  
EPA Received Date April 16, 2014

Dear Ms. Lawson:

The following amendment submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable with comment.

**Proposed Amendment:**

- Add new organism
- Revise and add Direction For Use and marketing claims
- Revised Confidential Statements of Formulas (CSFs) plus two new CSFs; also changed the lower active ingredient limit

**General Comments:**

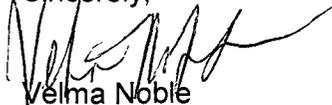
Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.

The next label printing of this product must use this labeling unless subsequent changes have been approved. You must submit one (1) copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and it's implementing regulation at 40 CFR 152.3.

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Should you have any questions or comments concerning this letter, please contact Drusilla Copeland at (703) 308-6224.

Sincerely,



Velma Noble

Acting Product Manager 31  
Regulatory Management Branch 1  
Antimicrobials Division (7510P)

Enclosure: stamped label

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# Spruce-Ups

**KEEP OUT OF REACH OF CHILDREN**

## CAUTION

See [back] [bottom] [side] panel for additional precautionary statements.

**For travel/trial sizes or dispensers:**  
**[Not for personal cleansing]**

**For dispensers/canisters:**  
**[Do not use as a diaper wipe or for personal cleansing -or- Not for use as a personal wipe] [For complete instructions -or- directions, see pouch]**

**ACTIVE INGREDIENTS:**

n-Alkyl (C14, 60%; C16, 30%; C12, 5%; C18, 5%)  
Dimethyl Benzyl Ammonium Chloride ..... 0.145%  
n-Alkyl (C12, 68%; C14, 32%) Dimethyl Ethylbenzyl  
Ammonium Chloride ..... 0.145%

**OTHER INGREDIENTS:** ..... 99.710%  
Contains no phosphorus

**Net Contents**

**Each package type and size will bear the actual net contents in pounds and ounces**

\_\_\_\_ Premoistened -or- [Wet] [Scrubbing] Wipes  
-or- Refills -or- Packages  
\_\_\_\_" x \_\_\_\_" [\_\_\_\_cm x \_\_\_\_cm]

EPA Reg. No. 5813-58.

EPA Est. No. 56952-AR-1 (RL), WI-1 (RK); 8251-WI-WI-2 (KW), WI-3 (KV), WI-5 (26); 58455-IN-1 (C6), IN-2 (01); 5813-GA-2 (VG); 50757-WI-1 (VN), 52631-NJ-1 (PJ); 62401-NJ-1 (JW); 71681-IL-1 (JQ), IL-2 (GU), GA-1 (24); 52631-NJ-1 (UW). Beginning of batch code indicates Est. No. U.S. Patent(s) [pending] -or- (*insert numbers*) \_\_\_\_\_

Clorox Customer assistance 1-800-227-1860 -or- [For] Questions[?] [and] [or] Comments[?] [Call] [toll free] 1-800-227-1860 -or- (800) 227-1860. [Learn more at [cloroxclassrooms.com](http://cloroxclassrooms.com)]

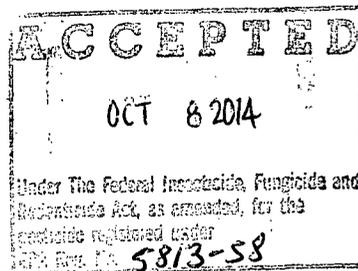
A list of this product's ingredients is available at [www.IngredientsInside.com](http://www.IngredientsInside.com) -or- A list of this product's ingredients is available at [www.IngredientsInside.com](http://www.IngredientsInside.com) -or- A list of [this product's] [*product name*] ingredients is available at [*insert company website*]  
-or- For more product ingredient information visit [www.IngredientsInside.com](http://www.IngredientsInside.com).

Mfd. for The Clorox Company, 1221 Broadway, Oakland, CA 94612.

© YYYY Made in the U.S.A.

Clorox is a registered trademark of The Clorox Company.

[Package made from \_\_\_\_% post-consumer recycled plastic. -or- Package -or- Canister contains minimum \_\_\_\_% post-consumer recycled plastic.]  
[PLEASE RECYCLE THIS PACKAGING.]



**Optional graphics. May be placed anywhere on label/container.**



[[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [This Product]] -or- [how-to] tips -or- [how-to [-use]] videos] [[Data rates may apply]]



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**For Canister:**

**TO OPEN PACKAGE:** [Open lid and] [pull out wipe] [from center of roll -or- from center -or- from angle]. [[The] next sheet -or- wipe pops up automatically.] [When finished,] close lid to retain moisture.

-or-  
PULL WIPE FROM CENTER -or-

**For Canister:**

**TO OPEN PACKAGE:** Flip open dispensing flap and remove lid by lifting upward. Pull up corner of **CENTER SHEET**, twist to a point and thread through small opening in lid. DO NOT push finger through opening [your finger may become stuck]. Replace lid and **PULL WIPE AT AN ANGLE**; the next sheet pops up automatically. When finished, close lid flap to retain moisture.

-or-

**For Canister:**

**TO OPEN PACKAGE:** [Open lid and] pull out wipe through -or- from [one of] the large opening[s] -or- from the central opening. [Pull the wipe [at an angle] [toward the small opening] so that the next wipe is held in place -and/or- does not fall back in.] [When finished,] close lid to retain moisture.

**TO OPEN PACKAGE -OR- TO REFILL:** [Refill only with this product.] [Open [existing] container -or- canister.] Place refill -or- pouch in canister -or- container. Open refill [by removing seal -or- by peeling seal]. Replace lid [on existing canister -or- container].

**For Tub and Pouch/Refill:**

**TO OPEN PACKAGE:** [Flip open dispensing flap and remove lid by lifting upward.] Place refill -or- pouch in tub. Open pouch by peeling back seal. Insert sheet through opening in lid. Replace lid. The next sheet pops up automatically. When finished, close lid flap to retain moisture. See [refill] pouch for [full] product information.

**For pouch -or- flat pack only:**

**TO OPEN PACKAGE:** [Open pouch by] peel[ing] back seal. When finished, close to retain moisture.

**For Refills:**

**TO OPEN PACKAGE -OR- TO REFILL:** [Refill only with this product.] [Open [existing] container -or- canister according to label directions.] [Tear] open [refill -or- package] by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch. Remove [one] refill [from refill package -or- sleeve -or- container -or- pouch -or- bag]. [Open refill [by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch.]] [Turn upside down.] Slide -or- insert [pre-moistened] wipes -or- refill into existing -or- empty canister -or- container. Replace lid [on existing canister]. Close -or- reseal refill package -or- sleeve -or- container -or- pouch -or- bag.

-or-

- Remove lid, insert wipes and replace lid.
- Pull out wipe from center of roll.
- Next sheet pops up automatically.
- Close lid to retain moisture.

-or-

- Keep dispensing flap of [existing] [current] [empty] container -or- canister closed.
- Open [existing] [current] [empty] container -or- canister by [lightly] squeezing [it] and removing lid by [lifting] [twisting] [it] upward.

**For Dispenser and Pouch/Refill:**

**TO ATTACH [DISPENSER]:** Clean surface with rubbing alcohol and let it dry. Peel paper from adhesive [pads] [strips] and attach to surface. Press firmly for 10 sec[onds] [(for best results, open refill door and apply pressure directly over adhesive [pads] [strips])]. Can be attached to tile, glass, finished wood and metal surfaces. Not recommended for use on wallpaper, [painted wallboard, plasterboard or drywall,] bare wood or particleboard.

**TO REFILL [DISPENSER]:** [Refill only with this product.] Remove label from pouch. Slide pouch into dispenser through refill door. Open lid and pull first wipe through opening; the next wipe pops up automatically.

**TO REMOVE [DISPENSER]:** Insert knife, twine or dental floss between dispenser and wall. Carefully cut tape between adhesive surfaces. Remove remaining residue with thumbnail or mild adhesive remover. Caution: improper removal may damage surfaces.

-or-  
**TO REMOVE [DISPENSER]:** Hold [dispenser] [bracket] [with one hand]. Grab removable tab [with other hand]. [Slowly] pull tab several inches [in direction of arrow] [along mounting surface] until [bracket] [dispenser] releases. [Repeat with second tab.]

-or-

- Insert green plastic lid into the dispenser cover with the flap open and pointing back toward the stand. (Replace the green plastic lid each time the dispenser is refilled with wipes.)
- Cut or tear open pouch evenly at notch.
- Place pouch inside the dispenser. (Do not remove roll of wipes from pouch.)
- Insert corner of center sheet through opening on the green plastic lid. (Do not push finger through the opening.)
- Close dispenser cover.
- Pull first wipe at an angle to ensure proper threading.

**For To Go Package:**

**TO OPEN PACKAGE:** Flip -or- Pull open dispensing flap. Insert -or- Pull first wipe through opening in pouch. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

-or-

**TO OPEN PACKAGE:** Flip -or- Pull open dispensing flap. Open pouch by peeling back [film] [inner seal]. Pull first wipe by grabbing center of wipe. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

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## DIRECTIONS FOR USE

IT IS A VIOLATION OF FEDERAL LAW TO USE THIS PRODUCT IN A MANNER INCONSISTENT WITH ITS LABELING.

**TO CLEAN [HARD, NON-POROUS SURFACES] [AND REMOVE ALLERGENS]:** Wipe surface clean with ***this product***. Let air dry.

**TO CLEAN LARGE SURFACES:** Wipe surface clean with ***product name*** -or- ***insert ABN***. Let air dry.

**TO CLEAN FLOORS WITH SWEEPER:** 1. Unfold and wrap cloth around sweeper head with smooth side of wipe contacting sweeper head.  
2. Push wipe edge into grippers on top of sweeper head. 3. Wipe floor and allow to air dry. No rinsing required.

**TO SANITIZE:** [Use to sanitize] [/deodorize] hard, nonporous non-food contact surfaces: Wipe surface; use enough wipes for treated surfaces to remain visibly wet for 10 sec[onds]. Let surface dry. For highly soiled surfaces, clean excess dirt first.

**TO DISINFECT [AND DEODORIZE]:** [Use to disinfect] hard, nonporous surfaces: Wipe surface [to be disinfected]; use enough wipes for treated surface to remain visibly wet for 4 min[utes]. Let surface dry. For highly soiled surfaces, clean excess dirt first.

For surfaces that may come in contact with food, a potable water rinse is required. This product is not for use on dishes, glassware, or eating utensils.

### ***Specific instructions for scrubbing wipes -or- heavy duty wipes:***

**TO CLEAN:** Use the textured -or- scrubbing side of the wipe to remove tough soils. Use the soft -or- smooth side to wipe dirt away. If the textured -or- scrubbing side gets dirty, fold the wipe, keeping the textured -or- scrubbing side inside. Let air dry.

**TO SANITIZE [AND DEODORIZE]:** Use the soft -or- smooth side of wipe to sanitize/deodorize hard, nonporous non-food contact surfaces. Wipe surface; use enough wipes for treated surfaces to remain wet for 30 sec[onds]. Let surface dry. For highly soiled surfaces, clean excess dirt first.

**TO DISINFECT:** Use the soft -or- smooth side of wipe to disinfect hard, nonporous surfaces. Wipe surface [to be disinfected]; use enough wipes for treated surfaces to remain visibly wet for 4 min[utes]. Let surface dry. For highly soiled surfaces, clean excess dirt first.

Not for cleaning or sanitizing skin. Do not use as a diaper wipe or for personal cleansing.

For best [cleaning] results, avoid [soft] [glossy] [shiny] [polished] [plastics] [metals] [unfinished wood] [copper] [aluminum] [painted surfaces] [fabric]. [If in doubt,] [test] on a small inconspicuous area [before using].

***This product*** will not harm most surfaces including acrylic, sealed fiberglass, sealed granite, finished hardwood and vinyl. Not recommended for use on unpainted wood.

Not recommended for use on unfinished, unsealed, unpainted, waxed, oiled or worn surfaces. Test a small area first.

### **Special instructions for using this product to clean and decontaminate against HIV-1~~†††~~ and HBV on surfaces/objects soiled with blood/body fluids:**

**Personal Protection:** When handling items soiled with blood or body fluids, use disposable impervious gloves, gowns, masks and eye coverings. **Cleaning Procedure:** Blood and other body fluids must be thoroughly cleaned from surfaces and other objects before applying this product. **Contact Time:** Allow surface to remain wet 4 min[utes]. **Disposal of Infectious Materials:** Use disposable impervious gloves, gowns, masks and eye coverings. Blood and other body fluids must be autoclaved and disposed of according to local regulations for infectious waste disposal.

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**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS AND DOMESTIC ANIMALS.**

**CAUTION:** Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling.

**FIRST AID: If in eyes:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For further information, call (800) 227-1860.

**PHYSICAL OR CHEMICAL HAZARDS**

Do not use or store near heat or open flame.

**STORAGE AND DISPOSAL**

**Canister -or- Tub not intended to be refilled by the consumer:** Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Nonrefillable container. Do not reuse or refill this empty container. Offer empty container for recycling. If recycling is not available discard container in trash.

**Canister -or- Tub intended to be refilled by the consumer:** Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Do not reuse or refill except as described in the directions for use. Refill only with this product. Offer empty container for recycling. If recycling is not available discard container in trash.

**[Pouch] [Refill]:**

**[Dispenser and Pouch/Refill]**

Dispose of wipe in trash after use. Do not flush. [Reseal pouch between uses to retain moisture] [, if used without tub]. Offer for recycling if available or discard empty pouch -or- bag -or- wrapper in trash.



American Red Cross

**CHARITY LANGUAGE/LOGO/SYMBOL — front panel**

Dedicated to a Healthier World  
Help Clorox raise \$1 million for the American Red Cross.  
See details on back.



American Red Cross

Dedicated to a Healthier World

**CHARITY LANGUAGE/LOGO/SYMBOL — back panel**

More than 11 million people seek health and safety skills from the American Red Cross every year. Clorox proudly supports the American Red Cross by donating 3¢ for each specially marked unit of this product sold for one year beginning April 2007, up to a maximum donation of \$1 million. For more information about how the American Red Cross and Clorox can help protect you and your family, visit [www.clorox.com/redcross](http://www.clorox.com/redcross). The American Red Cross name and emblem are used with its permission, which in no way constitutes an endorsement, express or implied, of any product or company.

**Non-living Allergen Claims:**

Now -and/or- New[!] and -or- & Improved[!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- Removes -and/or- Controls **insert number between 90 and 99.9%** of common [indoor -and/or- outdoor] allergens¥
- Removes -or- Controls common [indoor] [and outdoor] allergens¥ [of concern]
- **[This product]** Removes [more than -or- greater than -or- over] [**insert number between 90 and 99.9%** of] [the following allergens]: **insert allergen(s) from allergen list**
- Wipes Away [**insert number between 90 and 99.9%** of] [The Most] [Common] Allergens¥

**Note to reader: this list of allergens may be used in its entirety or a subset may be used**

¥cat dander, cockroach debris, cockroach matter, cockroach particles, dog dander, dust mite debris, dust mite matter, dust mite particles, pet dander, timothy grass, pollen particles, grass.

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### Antibacterial Claims:

- 10-sec[ond] sanitization<sup>1</sup>
- Anti-bacterial wipes -or- formula
- Bacteria -and/or- virus -and/or- germ† fighting [formula]
- Bacteria-fighting -or- Germ†-fighting formula
- Be ready for school\*\* by including Clorox Disinfecting Wipes on your [back to school\*\*] [home] shopping list
- Can help reduce the risk of cross-contamination on treated surfaces
- Clean. Disinfect. Carry on.
- Clean -and/or- disinfect on the go
- Cleaner and disinfectant in one
- Cleans -and/or- disinfects -and/or- deodorizes
- Clean[s] and disinfect[s] anywhere indicated on the label -or- everywhere indicated on the label
- Clean[s] -and/or- disinfect[s] -and/or- kill[s] -and/or- remove[s] [99.9% of] [household] germs† -and/or- bacteria -and/or- virus[es] [on] [from] [your] [children's] toys\*\*\*
- Cleans -and/or- disinfects -and/or- deodorizes [[all] in one [easy] step] when following disinfection use directions
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- [other] germs† -and/or- virus[es] [commonly found in -or- on **Use Sites: Table 1**] [**Use Surfaces: Table 2**]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] cold viruses<sup>4</sup> -and/or- [the] flu virus[es]<sup>5</sup> -and/or- cold and flu viruses<sup>3</sup> [commonly found in -or- on **Use Sites: Table 1**] [**Use Surfaces: Table 2**]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] Avian flu virus -and/or- virus -and/or- [other] germs† -and/or- virus[es] [commonly found in -or- on **Use Sites: Table 1**] [**Use Surfaces: Table 2**]
- [Cleans -and/or- disinfects all in one step]
- [Contains] Disinfecting cleaning with [soft] non-linting wipe
- Convenient cart disinfecting
- Disinfect and scrub clean
- Disinfect -and/or- touch-up clean
- Disinfect before you shop
- Disinfect your cart
- Disinfecting Cleaning wipes for auto -or- car surfaces
- Disinfecting wipes -or- formula
- Disinfects in [just] 4 min[utes]
- Disinfects [odor causing] [common] [household] [kitchen -and/or- bathroom] bacteria<sup>1, 2</sup>
- Disinfects -or- Disinfecting Formula and -or- while gentle on auto -or- car surfaces
- Dual action [to] [:] [clean[s] up [household -or- daily -or- everyday] messes while [it] disinfect[s][ing]] [clean[s] and disinfect[s]]
- [Easily] [Effectively] [Conveniently] clean[s] -and/or- disinfect[s]
- Easy cart disinfecting
- [Easy] [convenient] way to clean -and/or- disinfect
- [Easy] Cleaning -and/or- disinfecting to go
- [Effective] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner
- [Eliminate] [Remove] [Clean] [Disinfect] [Germs† -and/or- bacteria] on **Use Sites Table 1** and **Use Surfaces Table 2**
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% [of]] -or- Salmonella enterica (Salmonella) **tested as Salmonella choleraesuis**
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% [of]] Escherichia coli (E. coli)
- Fight[s] -and/or- kill[s] -and/or- effective against Avian flu virus [on environmental surfaces] -and/or- [hard, nonporous surfaces]
- Fight[s] -and/or- kill[s] -and/or- effective against cold viruses<sup>4</sup>
- Fight[s] -and/or- kill[s] -and/or- effective against colds and flu viruses<sup>3</sup>
- Fight[s] -and/or- kill[s] -and/or- effective against flu virus<sup>5</sup>
- Fight[s] -or- reduce[s] the spread of [illness-causing] bacteria<sup>2</sup> -and/or- viruses<sup>3</sup> -and/or- germs† on hard, nonporous surfaces [in your] [**list any use site: Table 1**] [this cold -and/or- flu season]
- Fight[s] -or- reduce[s] the spread of [illness-causing] bacteria<sup>2</sup> on hard, nonporous surfaces [in your] [**list any use site: Table 1**]
- For use at home or on the go
- [Great] Lint-free cleaning [and disinfecting]
- [Hey] [Mom] [Teacher[s]] [!] [,] [Be] [Are you] Ready for [[back-to-]school\*\*] [[the] cold -and/or- flu season] [the holiday[s] [season]]] [?] [!]
- Just one step kills 99.9% of [germs†] [bacteria]
- Kills 99.9% of bacteria in [just] 10 sec[onds]<sup>1</sup>
- Kills 99.9% of [common] [household] germs†!
- Kills 99.9% of [common] bathroom -and/or- kitchen germs††
- Kills 99.9 of household bacteria in [just] 10 sec[onds]
- Kill[s] [99.9% of] -or- Effective against -or- [Disinfect Bacteria<sup>1, 2</sup>] -or- [that cause odor] -or- [that cause scum and slime on hard surfaces] in [just] 4 min[utes].

<sup>1</sup> [Kleb] Klebsiella pneumoniae [ATCC 4352], [Staph] Staphylococcus aureus [ATCC 6538], [E. coli] Escherichia coli O157:H7 [ATCC 35150], Campylobacter jejuni [ATCC 29428], Streptococcus pyogenes (group A) [ATCC 19615], Methicillin-resistant Staphylococcus aureus (MRSA) [ATCC 33592]

<sup>2</sup> [Kleb] Klebsiella pneumoniae [ATCC 4352], [Staph] Staphylococcus aureus [ATCC 6538], Salmonella enterica **tested as Salmonella choleraesuis** (Salmonella) [ATCC 10708], [Pseudomonas] Pseudomonas aeruginosa [ATCC 15442], [E. coli] Escherichia coli O157:H7 [ATCC 51657], [Listeria] Listeria monocytogenes [ATCC 19117], Campylobacter jejuni [ATCC 29428], [Strep] Streptococcus pyogenes [ATCC 19615]

<sup>3</sup> Rhinovirus type 14 [ATCC VR 284] -or- [Human] coronavirus [ATCC VR-740], Influenza A2 virus [ATCC VR 544]

<sup>4</sup> Rhinovirus type 14 [ATCC VR 284] -or- [Human] coronavirus [ATCC VR-740]

<sup>5</sup> Influenza A2 virus [ATCC VR 544]

<sup>6</sup> Rotavirus WA, Influenza A2 virus, Rhinovirus type 14

¥¥ Human Coronavirus, Influenza A2 virus -and/or- Staphylococcus aureus -and/or- Salmonella enterica -and/or- Streptococcus pyogenes -and/or- Escherichia coli O157:H7 -and/or- Klebsiella pneumoniae -and/or- Bordetella pertussis -and/or- Methicillin-Resistant Staphylococcus aureus -and/or- Listeria monocytogenes

**Antibacterial Claims continued:**

- Kill[s] 99.9% of -or- Remove[s] -or- Effective against [odor causing] [common] [household] [kitchen -and/or- bathroom] bacteria<sup>1</sup>
  - Kills 99.9% of viruses<sup>3</sup> that cause cold and flu
  - Kills[:] Cold & Flu Viruses<sup>3</sup> -and/or- Staph -and/or- Salmonella -and/or- Strep -and/or- E. Coli -and/or- MRSA -and/or- Listeria -and/or- Enterobacter aerogenes<sup>4</sup>
  - Kills Common Germs and Viruses that May Make Pets Sick [-Including Newcastle Disease virus, Canine Distemper virus]
  - Kills -or- Eliminates -or- Destroys -or- Attacks -or- Gets rid of [99.9% of] [common] [household] germs† -and/or- bacteria
  - Kills -or- Eliminates -or- Destroys -or- Attacks -or- Gets rid of [99.9% of] bacteria -and/or- germs† [all] around [your] [the] [bathroom -or- restroom] [kitchen] [school\*\*] [classroom] [home] [house] [office] [work -or- office] [place] [environment]]
  - Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses<sup>6</sup>
  - Kill[s] -or- Remove[s] -or- Effective against Human coronavirus [ATCC VR 740]
  - Kill[s] -or- Remove[s] -or- Effective against Influenza A2 virus [ATCC VR 544] [the virus that causes the flu] -or- Rotavirus WA [diarrhea-causing virus]
  - [Kill[s] -or- Remove[s] -or- Effective against] [the following] [organisms:]:
    - Avian Influenza A [(H3N2)] virus [(Avian Reassortant) [ATCC VR-2072], Strain A; Washington; 897/80 X A/Mallard; New York; 6750/78]
    - Avian Influenza A [(H7N9)] [virus, Strain wildtype A/Anhui/1/2013, CDC # 2013759189]
    - Avian influenza [Type A] [(H5N1)] [virus Strain VNH5N1-PR8/CDC-RG CDC #2006719965]
    - Bordetella pertussis [ATCC 12743]
    - Campylobacter jejuni [ATCC 29428]
    - Canine Distemper Virus [ATCC VR-128]
    - Duck hepatitis B virus (Hepadna Virus)
    - [E. coli] (Escherichia coli O157:H7) [ATCC 51657]
    - Enterobacter aerogenes [ATCC 13048]
    - [Herpes] (Herpes simplex virus type 1) [ATCC VR-260]
    - [(Human) coronavirus] [ATCC VR-740] [the virus that causes the cold -or- the cold virus]
    - Influenza A2 virus [ATCC VR 544] [the virus that causes the flu -or- the flu virus]
    - [Kleb] (Klebsiella pneumoniae) [ATCC 4352]
    - [Listeria] (Listeria monocytogenes) [ATCC 19117]
    - Methicillin-resistant Staphylococcus aureus (MRSA) [ATCC 33592]
    - Newcastle disease virus [ATCC VR-108]
    - [Pseudomonas] (Pseudomonas aeruginosa) [ATCC 15442]
    - (Rhinovirus type 14) [ATCC VR 284] [the virus that causes the cold -or- the cold virus]
    - (Rotavirus WA) [the virus that causes diarrhea -or- the diarrhea virus]
    - [RSV] (Respiratory syncytial virus) [ATCC VR 26]
    - Salmonella enterica [**tested as Salmonella choleraesuis**] (Salmonella) [ATCC 10708]
    - [Staph] (Staphylococcus aureus) [ATCC 6538]
    - [Strep] (Streptococcus pyogenes) [ATCC 19615]
  - Kills [the] [common] [99.9% of] cold and/or flu virus[es]<sup>3</sup> including H1N1 virus -or- Swine Flu virus -and/or- H3N2 virus -and/or- H5N1 virus -and/or- Influenza A2 virus -and/or- Human Coronavirus -and/or- Bird Flu virus -or- Avian Flu virus
  - Kills[:] the organism[s] that can cause Pneumonia -and/or- Whooping cough
  - Kills the virus[es] that cause[s] [the] [common] cold[s] and/or flu<sup>3</sup>
  - Leaves hard, nonporous surfaces disinfected
  - Moist with cleaners -and/or- disinfectants
  - [One step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] Anytime -or- Daily -or- Every day -or- In one easy step -or- Everywhere indicated on the label -or- Anywhere indicated on the label
  - One-step cleaning -and/or- disinfecting -and/or- deodorizing
  - [One step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] on hard, nonporous [bathroom -and/or- kitchen] surfaces -or- on household surfaces [every day] -or- Throughout the house [kitchen and bathroom] -or- All over your house
  - Patented -or- Advanced Disinfecting Formula
  - Plus **insert product name or icons representing product**
- <sup>1</sup> [Kleb] Klebsiella pneumoniae [ATCC 4352], [Staph] Staphylococcus aureus [ATCC 6538], [E. coli] Escherichia coli O157:H7 [ATCC 35150], Campylobacter jejuni [ATCC 29428] [Listeria] Listeria monocytogenes [ATCC 19111], Streptococcus pyogenes (group A) [ATCC 19615] Salmonella enterica [ATCC 10708], Methicillin-resistant Staphylococcus aureus (MRSA) [ATCC 33592]
- <sup>2</sup> [Kleb] Klebsiella pneumoniae [ATCC 4352], [Staph] Staphylococcus aureus [ATCC 6538], Salmonella enterica [**tested as Salmonella choleraesuis**] (Salmonella) [ATCC 10708], [Pseudomonas] Pseudomonas aeruginosa [ATCC 15442], [E. coli] Escherichia coli O157:H7 [ATCC 51657], [Listeria] Listeria monocytogenes [ATCC 19117], Campylobacter jejuni [ATCC 29428], [Strep] Streptococcus pyogenes [ATCC 19615]
- <sup>3</sup> Rhinovirus type 14 [ATCC VR 284] -or- [Human] coronavirus [ATCC VR-740], Influenza A2 [ATCC VR 544]
- <sup>4</sup> Rhinovirus type 14 [ATCC VR 284] -or- [Human] coronavirus [ATCC VR-740]
- <sup>5</sup> Influenza A2 virus [ATCC VR 544]
- <sup>6</sup> Rotavirus WA, Influenza A2 virus, Rhinovirus type 14
- <sup>4</sup> Human Coronavirus, Influenza A2 virus -and/or- Staphylococcus aureus -and/or- Salmonella enterica -and/or- Streptococcus pyogenes -and/or- Escherichia coli O157:H7 -and/or- Klebsiella pneumoniae -and/or- Bordetella pertussis -and/or- Methicillin-Resistant Staphylococcus aureus -and/or- Listeria monocytogenes

**Antibacterial Claims continued:**

- Proven to Kill **insert number smaller than 20** [Common] Viruses and Bacteria~~\*\*\*~~
- Put Clorox Disinfecting Wipes on your school\*\* supply list to help keep your child's classroom clean
- Remove -or- Eliminate -or- Kill cold and flu viruses<sup>3</sup> -or- cold virus<sup>4</sup> -or- flu virus<sup>5</sup> [this season]
- Remove -or- Eliminate -or- Kill viruses<sup>3</sup> that cause colds and flu [this season]
- Removing -and/or- Killing -and/or- Fighting -and/or- Eliminating germs† -and/or- bacteria -and/or- virus[es] -or- for [nearly] **insert number** years
- Removes -or- Eliminates -or- Kill 99.9% of viruses<sup>3</sup> that cause cold and flu
- Sanitizes in [just] [10 sec[onds]]
- [Say] Boo to the Influenza virus [this year -or- winter -or- flu virus season] [with Clorox® [Disinfecting] Wipes -or- Clorox® Disinfecting products]
- Soft side for wiping -or- cleaning dirt away and disinfecting
- [Teachers] Clean up the classroom [with Clorox Disinfecting Wipes]
- The Disinfecting Wipe used by [at least] 20 Million Moms
- The Disinfecting Wipe used by [at least] 25 Million Households[/] -or- Families
- [The product [is] [are]] the easy way to [touch-up] [clean] [and] disinfect
- The scrubbing [power] [side] of a sponge in a disinfecting wipe
- There are many uses for Clorox® Disinfecting Wipes and here are a few:
  - bathroom surfaces
  - kitchen surfaces
  - Kids' -or- Children's [play]room or family den
  - window blinds
- This [cleaner -and/or- disinfectant] combines cleaning and disinfecting [in one product] [in one step]
- [Touch-up] Clean[s] and disinfect[s]
- Use in public -or- common places where [bacteria -and/or- viruses -and/or- germs† may be of concern] [you are concerned about bacteria -and/or- viruses -and/or- germs†] [on hard, nonporous surfaces]
- Use [in public -or- common] places where [germs† may be of concern] [you are concerned about germs†]
- Use [the product] -or- [the wipes] to [disinfect] -and/or- [touch-up clean]
- [Wet] [household -and/or- disinfecting] wipes

† Campylobacter jejuni [ATCC 29428], Bordetella pertussis [ATCC 12743], Escherichia coli O157:H7 (E. coli) [ATCC 51657], Klebsiella pneumoniae (Kleb) [ATCC 4352], Listeria monocytogenes (Listeria) [ATCC 19117], Pseudomonas aeruginosa (Pseudomonas) [ATCC 15442], Salmonella enterica **†tested as Salmonella choleraesuis** (Salmonella) [ATCC 10708], Staphylococcus aureus (Staph) [ATCC 6538], Streptococcus pyogenes (Strep) [ATCC 19615], Rhinovirus [type 14] [ATCC VR-284], Rotavirus [Strain WA], Avian influenza [A] virus [ATCC VR-2072], Avian Influenza A (H3N2) virus (Avian Reassortant) [ATCC VR-2072], Strain A;Washington;897/80 X A/Mallard;New York;6750/78, Avian Influenza A (H7N9) virus, Strain wildtype A/Anhui/1/2013, CDC # 2013759189, Avian influenza [Type A] (H5N1) virus [Strain VNH5N1-PR8/CDC-RG CDC #2006719965, Herpes simplex virus [type 1] (Herpes) [ATCC VR-260], [Human] coronavirus [ATCC VR-740], Influenza [A] [flu virus] [ATCC VR-544], Respiratory syncytial virus (RSV) [ATCC VR-26], Canine Distemper Virus [ATCC VR-128], Enterobacter aerogenes [ATCC 13048], Duck hepatitis B virus (Hepadna Virus), Methicillin-resistant Staphylococcus aureus (MRSA) [ATCC 33592], Newcastle disease virus [ATCC VR-108]

†† Salmonella enterica **†tested as Salmonella choleraesuis** [ATCC 10708], Staphylococcus aureus [(Staph)] [ATCC 6538], Escherichia coli O157:H7 [E. coli] [ATCC 51657], Listeria monocytogenes [ATCC 19117], Campylobacter jejuni [ATCC 29428], Rotavirus [Strain WA]

~~\*\*\*~~ Avian Influenza A (H3N2) virus (Avian Reassortant) [ATCC VR-2072], Strain A;Washington; 897/80 X /Mallard;New York; 6750/78, Avian Influenza A (H7N9) virus, Strain wildtype A/Anhui/1/2013, CDC # 2013759189, Avian influenza [Type A] (H5N1) virus [Strain VNH5N1-PR8/CDC RG CDC #2006719965, Bordetella pertussis [ATCC 12743], Campylobacter jejuni [ATCC 29428], Canine Distemper Virus [ATCC VR-128], Duck hepatitis B virus (Hepadna Virus), Enterobacter aerogenes [ATCC 13048], [E. coli] (Escherichia coli O157:H7) [ATCC 51657], [Herpes] (Herpes simplex virus type 1) [ATCC VR-260], ([Human] coronavirus) [ATCC VR-740], Influenza A2 virus [ATCC VR 544], [Kleb] (Klebsiella pneumoniae) [ATCC 4352], [Listeria] (Listeria monocytogenes) [ATCC 19117], Methicillin-resistant Staphylococcus aureus (MRSA) [ATCC 33592], Newcastle disease virus [ATCC VR-108], [Pseudomonas] (Pseudomonas aeruginosa) [ATCC 15442], (Rhinovirus type 14) [ATCC VR 284], (Rotavirus WA), [RSV] (Respiratory syncytial virus) [ATCC VR 26], Salmonella enterica (Salmonella) [ATCC 10708], [Staph] (Staphylococcus aureus) [ATCC 6538], [Strep] (Streptococcus pyogenes) [ATCC 19615]

\*Hard, nonporous, non-food-contact surfaces identified on this label

\*\*Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.

\*\*\*Rinse with water after wiping with -or- using the product.

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***Pandemic 2009 H1N1 Influenza A virus †††***

***Claims:***

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (***Product Name***) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

††† ***per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" [www.epa.gov/oppad001/h1n1-guide.html](http://www.epa.gov/oppad001/h1n1-guide.html)***

- 
- Kills [2009] H1N1 [Flu Virus]
  - Kills Germs† -and/or- Flu Viruses [including [2009] H1N1]
  - Kills [99.9% of] Germs† including [2009] H1N1 [Flu Virus]
  - Effective against [2009] H1N1 [Flu Virus]

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### General/Cleaning Claims:

New[!] [& Improved] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- [3X] [4X] [5X] Cleaning Power
- After use, just toss wipe[s] away
- Also available in [the] [Lemon,] [Fresh,] [Kitchen,] [and] [Lavanda] [varieties]
- Also available in [the] 75 count Value [Size] and the 9 count To Go Size[s]
- Also available in the **insert number** count size
- [Also] [Now] [Great] [Made] [Works [well]] [Appropriate] [on -or- for] [stainless steel -and/or- metal -and/or- glass surfaces] [stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors -and/or- faucets -and/or- sinks -and/or- mirrors -and/or- dark tile] [with] [because of] [due to] [the] [new] [low-streak -or- residue formula]
- Also try -or- learn more about [our] [other] [convenient] Clorox® wipes **insert web address**
- Bleach[-]free [formula]
- Bonus -or- Combo -or- Family -or- Variety Pack [includes:]
- Check out our website for [more] [the latest] information on germs† that affect your family [www.clorox.com] -or- [www.cloroxdisinfectingwipes.com]
- Classrooms -or- schools\*\* are cleaner with this product -or- [disinfecting] wipes
- Clean before you shop
- Clean up the classroom [with this product -or- wipes]
- Clean with just a wipe -or- touch
- Clean your cart
- [Clean] [cleaning] -and/or- [disinfect] [disinfecting] your [hard] surfaces in one easy step[!] -or- without stopping [your life] [your family's life]
- [Cleaning -and/or- disinfecting] that fits into your life
- Cleans 2X As Much Surface Area -or- Dirt -or- Soap Scum -or- Grime -or- Grease
- Cleans and leaves scent
- Cleans on the spot with [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] fragrance
- Cleans to a shine!
- Cleans with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] smell -or- scent
- Clear dying formula for multiple surfaces
- Clorox® Disinfecting Wipes -or- **insert ABN** are your daily defense against germs†
- Contains cleaning formula with premium large size, non-linting wipe
- Convenient
- Convenient cart cleaning
- Convenient, [tough] [real] cleaning!
- Deodorizing/deodorizes
- Does not contain bleach
- Does not leave greasy appearance or feel
- Donate this product [to your child's classroom -or- school]\*\*
- Don't miss a beat with Clorox Disinfecting Wipes
- Don't stop [your] [family] life for [cleaning -and/or- disinfecting]
- Dries clear
- Dual-Sided [Wipe] -or- Two-Sided [Wipe] -or- 2-Sided [Wipe]: Textured [side] for [stubborn] [baked on] [tough] messes, Smooth [side] for shiny surfaces -or- touch-ups
- Easy
- Easy one hand cleaning!
- Easily keep your car [or truck] clean
- [Easily] Lifts away dirt, dust and debris [from auto -or- car] [surfaces]
- Easily removes ground in dirt, dust & grime
- [Easily] removes -or- cleans tough bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [dirt] [soils] [grime] [soap scum] [!]
- Easily wipe away dirt, debris, dust & grime
- [Easily] wipes clean
- Effortless cleaning with one hand
- Eliminates dirt and soils
- [Even] Better scrubbing -and/or- cleaning [power]
- Every hard, nonporous surface in [your] [the] [kitchen] [bathroom] [house] deserves -or- can -or- could use a wipe
- Everything [you need] is already in the wipe
- Extra-Large, Extra-Thick Wipes
- Extra Large -or- Wide
- Extra wide & thick for big messes
- Fast drying: leaves no dull or sticky residue
- Fits [in] [a(n)] [your] [current] [existing] [**insert number**] [Clorox] [Disinfecting] [Wipes] [this product] canister -or- container
- For a cleaner -and/or- fresher [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- For daily use
- For daily [use] [cleaning -and/or- disinfecting]
- For household surfaces indoor and outdoor
- For [light] -or- touch-up - daily -or- quick cleaning -or- clean-ups [in one easy step]
- For multiple surfaces
- For use at home or in public areas -or- places
- For use on grocery cart and basket handles
- For use while traveling
- Freshens [the] [your] [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- Gentle for surfaces
- [Gentle] Formula cleans and quickly lifts off dust, dirt, grime and spills
- Gentle on -or- Cleans A [Variety Of] [Multiple] Surfaces **insert surfaces from surface list**
- Great for the classroom
- [Great] for [the] school(s)\*\* -or- classroom(s)
- [Great] For traveling -or- For use at work -or- For use in public restrooms -or- For use on hard, surfaces -or- For floor(s) [touch-ups] -or- For touch-up cleaning
- Great for your car's dashboard, vinyl, consoles, carpet and more!
- [Great] Lint-free cleaning
- Great -or- Tough Cleaning [Power] [in a [Thick] Wipe]
- [Hey Mom] Take this -or- this product to [my] classroom -or- school\*\* -or- teacher\*\*
- [Hey Mom] Take -or- donate this -or- this product -or- me -or- wipes to [my] [your] classroom -or- school\*\* -or- teacher\*\*
- Holds up to your toughest messes -or- jobs -or- stains
- [Improved formula] [for] [low -or- less -or- lower] streaking -or- residue
- Just pull, wipe clean and toss
- Just wipe [once] - no clean-up [after wipe] needed

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**General/Cleaning Claims continued:**

New[!] [& Improved] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- Kitchen Appliances, Floors, Garbage cans, outdoors
- Leaves your bathroom fresh and clean
- Life doesn't have to stop for cleaning
- Life [doesn't] [shouldn't] [have to] stop for [cleaning -and/or- disinfecting]
- Lift away dirt and debris
- Limited Edition!
- Lint-Free Cleaning Wipe
- Lint-free – won't leave greasy residue on hands
- [Look] [Now] Less streaking -or- residue
- Low-Streak Formula Designed for Multiple Surfaces -or- Thick -or- Textured -or- Dual-Sided -or- Our Softest [Wipe] [Designed] [for Multiple Surfaces] -and/or- [Our] Strongest Wipe [Designed] [for Multiple Surfaces]
- Low-streak formula [dries clear] [eliminates need to wipe down after use]
- Low-streak formula [for] [cleans] shiny surfaces!
- [Low-streak -or- residue] [Formula -or- Wipe] [Cleans] [[is] [even] appropriate -or- great for] [kitchen -and/or- bathroom -and/or- household] [surfaces] [places] [like] [stainless steel -and/or- [other] metal -and/or- glass -and/or- mirrors -and/or- [dark] tile] [stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors -and/or- faucets -and/or- sinks] [, too]
- [Low-streak -or- residue] [Formula -or- Wipe] For all of your [kitchen] [bathroom] [household] surfaces [like] [stainless steel -and/or- metal -and/or- glass -and/or- mirrors] [stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors -and/or- faucets -and/or- sinks]
- [Low-streak -or- residue] [Formula -or- Wipe] [Delivers] [A] Clean you can [see -and/or- smell -and/or- feel] [notice]
- [Low-streak -or- residue] [Formula -or- Wipe] Clean[s] thoroughly
- [Low-streak -or- residue] [Formula -or- Wipe] [For a] more -or- visible -or- apparent -or- noticeable -or- satisfying clean
- [Low-streak -or- residue] [Formula -or- Wipe] [Great] [Use it] [For] [cleaning -and/or- disinfecting] Every day[,] [on] hard, nonporous [surface[s]]
- [Low-streak -or- residue] [Formula -or- Wipe] [leaves] Less -or- Fewer [visible] spots -or- spotting -or- blotches -or- marks [than ever] before]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean multiple [household] surfaces [with wipes]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean[s] [throughout] [around] [in] [the -or- your] [house]\*
- Low/lower streak[ing] formula
- Makes [cleaning -and/or- disinfecting] [your job] easier [in the kitchen -and/or- bathroom -and/or- house] [in the work -or- office place] [at work]
- Makes daily cleaning easy [easier than ever]!
- Makes your job easier in the kitchen/bathroom
- Maximum Cleaning, Minimum Effort
- Moist Household [Cleaning] Wipes
- [More] efficient [bathroom] [kitchen] [home] [household] [office] cleaning -and/or- disinfecting
- Multi-Purpose Cleaning Wipes
- Multi-Surface Cleaner for Spills and Messes
- Multi-Surface -or- Multisurface -or- Clear Drying -or- Clean Drying [formula] [Wipe] [for a Complete Clean -and/or- for Effortless Cleaning -and/or- Tough on Messes -and/or- For Multiple Surfaces][,] [Easy on Surfaces]
- New Year. Fresh Start.
- No [mixing -and/or- spraying -and/or- fuss -and/or- need to rinse]
- Not for individual sale
- [Now] [A(n)] [Even] [Better] [Great] [Easy] Everyday cleaner
- [Now] Even stronger -and/or- more durable [than ever]
- [Now] [Wipe] Cleans better -and/or- lasts longer [than ever]
- [One] [Versatile] [low-streaking -or- residue] wipe for [all] hard, nonporous [kitchen -and/or- bathroom -and/or- household] surfaces
- One Wipe, [Multiple Surfaces,] [Complete -or- Visibly -or- Effortless Clean]
- Only [disinfecting] wipe with [a] [this amazing] low-streak [formula] -and/or- honeycomb wipe!
- Patented -or- Exclusive formula -or- lotion -or- wipe
- Perfect for cleaning up around the toilet
- Powerful Cleaning -or- Great -or- Suitable for auto -or- car Surfaces
- Powerful Clorox [Cleaning] Formula and Compatible for auto -or- car surfaces
- Quick
- Quick and Easy Cart Cleaning
- Quick and Easy Cleaning Everywhere\*
- Quick and Easy Cleaning for Kitchen Surfaces\*
- Quick auto -or- car interior cleaning
- [Redesigned] [& Improved] [Low Residue] [Formula]! [Cleans Better!] [No Streaks -or- Less Streaks Left Behind!]
- [Redesigned!] [Bigger -or- Larger], [&] [-and/or-] [Softer], [&] [-and/or-] [Thicker], [&] [-and/or-] [Stronger -or- Tougher], [&] [-and/or-] [Textured], [-and/or-] [Long-lasting] Wipe!
- [Redesigned!] Cleans Better [!], [&] [-and/or-] [Easier to Use]! -or- [Easier to Clean]
- Redesigned for Better Cleaning
- [Redesigned] [Improved] Wipe! [Tough] -or- [Real] Cleaning Has Never Been Easier -or- Simpler!
- [Redesigned] [Improved] Wipe! Makes [Tough] Cleaning Simple[r] -or- Easier than Ever -or- a Breeze!
- [Redesigned] [Improved] Wipe! Makes [Tough] -or- [Real] Cleaning [Effortless!] -or- [Easier!]
- [Redesigned] [No Streak -or- Low Streak] [Formula]! [Cleans Better!] [Low Residue -or- Less Residue Left Behind!]
- [Redesigned!] Picks up, -and/or- [traps] [dirt], -and/or- [crumbs], -and/or- [hair]
- [Redesigned!] Tackles tough messes [on surfaces -or- multiple surfaces]
- [Redesigned!] to clean multiple surfaces
- [Redesigned!] [Wipe!] For that shine all around your kitchen -and/or- bathroom
- [Redesigned!] [Wipe!] For that "brand-new" look and shine
- [Redesigned!] [Wipe!] Leaves your home looking like new
- [Redesigned!] [Wipe] Cleans Better [Than Ever]!
- Redesigned to Clean Better!
- Refill for [a(n)] [your] [current] [existing] [*insert number*] [Clorox] [Disinfecting] [Wipes] [this product] canister -or- container
- Removable Sticker
- Removes dirt, dust and soils [from auto -or- car surfaces]
- [Removes] [Eliminates] [Attacks] [Gets rid of] [Melts away] tough [soap scum] [[bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [dirt] [soils] [grime]] [!]
- See the [low-streak] difference [on mirrors -and/or- glass]

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**General/Cleaning Claims continued:**

New(!) [& Improved] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- Simplifies [cleaning -and/or- disinfecting]
  - Simplify [cleaning -and/or- disinfecting]
  - Some [moments] [things] shouldn't be interrupted
  - Specially formulated for a variety of surfaces -or- kitchen surfaces
  - [Specially formulated] For [use in] the bathroom
  - Specially formulated to clean [a variety of surfaces] [throughout -or- all over -or- around] the house -or- kitchen and bathroom
  - [Specially formulated] Use daily [to clean bathroom soils such as soap, soap scum, toothpaste, hair spray, hair gel, cosmetics, shaving cream and hand and body lotion]
  - Spot clean[ing] -or- touch-up clean[ing] with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] smell -or- scent
  - Spruce-Ups are premoistened with a special cleaning formula to handle daily clean-ups without bottles, sponges, or buckets
  - Strong -or- durable enough for [tough] [messes] [jobs] [stains] [difficult -or- uneven surfaces] [all around the house]
  - Suitable for use -or- Can be used -or- Compatible on -or- with Multiple Surfaces
  - Tackle large cleaning jobs with just 1 wipe
  - Textured wipe traps more dirt
  - [The Cleaning Wipe] Used by [at least] 20 Million Moms
  - The Cleaning Wipe used by [at least] 25 Million Households -or- Families
  - [The] [Multipurpose -or- occasion] wipe: [cleans] [great] [works [well]] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household] surfaces -or- places [like] stainless steel -and/or- metal -and/or- glass -and/or- mirrors
  - [The] [Multipurpose -or- occasion] wipe: [cleans] [great] [works [well]] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household] surfaces -or- places [like] stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors -and/or- faucets -and/or- sinks
  - The convenient way to keep your home looking "just cleaned"
  - The [convenient] [easy] [effective] way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office] [work -or- office [area] [place] [environment]] looking "just cleaned"
  - The easy way to clean -and/or- disinfect [all over] [your] [the] [bathroom] [kitchen] [house] [office] [work -or- office [place] [environment]] [place]
  - The easy way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office] [office -or- work [place] [environment]] [place] clean every day
  - The easy way to keep your house clean every day
  - The easy way to clean all over the house
  - The easy way to touch-up clean your bathroom every day
  - The only wipe with a low-streak formula [for shiny surfaces]!
  - [The product is -or- the wipes are] [always] ready to use
  - The smell of clean
  - The wipe that does it all...anytime\*
  - Tough on grease, dirt and grime
  - Tough on grime -and/or- soap scum -and/or- dirt -and/or- [other] [tough] [bathroom -or- restroom] [kitchen] [household] [office] [work -or- office place] soils(!)
  - [Tough][.], [Strong] [Micro-]Scrub[by][ing] Action(!)
  - Trap[s] -and/or- pick[s] up -and/or- grip[s] -and/or- grab[s] -and/or- hold[s] particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs
  - [Trapper] [pockets] [ridges] [texture] get[s] into [crevices] [nooks & crannies] [cracks] [uneven places] for a [more thorough] [better] clean
  - Try Me
  - Use Everywhere indicated on the label -or- Anywhere indicated on the label
  - Use [in [public] places] where germs† may be of concern
  - Use on [grocery] carts and baskets
  - Use on [grocery] cart handles and basket handles
  - Use on hard, nonporous surfaces anywhere indicated on the label [you travel] [throughout the house]
  - Use on hard, nonporous surfaces: plastic, vinyl upholstery, metal, glass, and painted surfaces
  - Use [the product] -or- the wipe[s] throughout the house
  - [Use the product -or- the wipes] for [light] touch-up -or- light -or- everyday -or- daily -or- quick cleaning -or- clean-ups [all over the house] [anytime -and/or- anywhere indicated on the label]
  - [Virtually] streak-free [shine] [clean]
  - Will not harm most surfaces
  - Will not leave behind greasy appearance or feel
  - Wipe away [the] [tough] bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [soils] [dirt] [grime]
  - With a bleach-free formula
  - With a pleasant fragrance
  - Won't leave greasy residue on hands
  - Works [great] on [shiny] [high-gloss] [high shine] surfaces [such as stainless steel -and/or- mirrors -and/or- glass tables -and/or- chrome -and/or- [dark] enamel -and/or- [dark] tile -and/or- dark surfaces]
  - Works great on shiny surfaces such as stainless steel, sealed granite, sealed marble, glass, mirrors and chrome
- This claim is not to be used with any one-step cleaning and disinfecting claim on the label***
- Cuts Grease
- \*\*Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.**
- NOTE:** This product -or- **insert ABN** cannot be used on marble, aluminum, copper or wood that is unfinished, unsealed, unpainted, waxed, oiled or worn. Test a small area first.

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**Fragrance/Scent Descriptors and Claims:**

New [!] to be used as a claim descriptor only for the first 6 months of product on shelf

- Alpine [air] [blast] [burst] [fresh] [meadow] [mist] [rain] [splash] [waterfall]
- Aqua [blast] [burst] [clean] [mist] [rain] [splash] [waterfall]
- Aromatic
- Bay [breeze] [mist]
- [Blue] [Clear] [Sparkling] Wave
- [Blue] [Sun-Kissed] Mist
- Bursting [petals] [bouquet]
- [Calm] [Breezy] Outdoor[s] [fresh] [breeze]
- [Calming] [French] [Lush] [Mountain] [Provence] [Sheer] [Soft] [Sun-Drenched] [Sun-Kissed] [Wild] Lavender
- Cascading [clean] [falls]
- [Cherry] Blossom [blast] [breeze] [burst] [clean] [fresh]
- Citrus blend
- [Clean] [Refreshing] [Great] [New] scent
- [Country] [Open] [Sun-Kissed] [Sun-Drenched] [Lush] Meadow [flowers] [blossom[s]]
- [Country] [Festive] [Fresh-Picked] [Holiday] [Rustic] [Seasonal] [Sun-Kissed] [Sun-Drenched] Bouquet [fresh] [fusion]
- [Crystal] [Classic] [Holiday] [Sparkling] Clean [breeze] [linen] [mist] [& fresh]
- [Crystal] [Sparkling] Clear [breeze] [& clean] [dew] [mist] [rain] [splash] [water[s]] [waterfall]
- [Festive] [Fragrant] [Holiday] [Seasonal] [Simply] [Sparkling] [Red] [Green] Apple [rush] [& pear] [blossom] [splash]
- [Festive] [Fragrant] [Holiday] [Seasonal] [Simply] [Sparkling] Pear [blossom] [splash]
- [Festive] [Holiday] Eucalyptus [fresh] [breeze] [blast] [burst] [medley] [forest]
- [Festive] [Holiday] Fresh [blast] [breeze] [burst]
- [Festive] [Holiday] [Lush] Orchard [breeze] [fresh] [harvest] [dew] [mist] [blossom[s]]
- [Festive] [Holiday] [Seasonal] Berry [blast] [breeze] [boom] [burst] [fresh]
- [Festive] [Holiday] [Seasonal] Mint [burst] [cooling] [rush]
- [Festive] [Seasonal] Floral [blast] [breeze] [burst] [clean] [fresh] [fusion] [mist]
- [Festive] [Seasonal] Wildflower [clean] [blast] [breeze] [burst] [escape] [fusion] [power]
- Fragrance -or- scent free
- Free and clear
- Fruit(y) [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Gardenia [bloom] [breeze] [burst] [blossom] [fresh]
- Great [scent] for [the] [your] [*insert use or usage site*]
- Hibiscus [bloom] [breeze] [burst] [blossom] [fresh]
- [Holiday] Essence [of clean]
- [Holiday] [Festive] [Lush] Garden [bloom] [breeze] [escape] [fresh] [power] [surge]
- [Holiday] Herbal [blast] [breeze] [clean] [energy] [fresh] [fusion]
- Island [bloom] [bouquet] [breeze] [power]
- Jasmine [bloom] [breeze] [burst] [blossom] [fresh]
- Lavender [blast] [breeze] [burst] [clean] [fresh] [fusion] [& chamomile] [& herbs] [aromatherapy] [escape] [fields] [flowers] [garden] [harvest] [meadows] [valley] [whisper]
- Lemon [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Light[ly] scent[ed]
- Lime [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Mandarin [Orange]
- [Misty] [Sheer] [Sunshine] [Soft] [Gentle] Breeze
- Morning [burst] [clean] [dew] [fresh] [fusion] [mist]
- Mountain [breeze] [clean] [fresh] [spring]
- New scent[,] [same] [great] wipe
- No fragrance[s] -or- scent[s] added
- Ocean [breeze] [fresh] [winds] [mist]
- Orange [blast] [breeze] [burst] [fresh] [fusion]
- Petal [breeze] [pink] [rush]
- Rain [clean] [fresh] [fusion] [shower]
- River [burst] [clean] [fresh] [rush] [splash]
- Rose [of the tropics]
- Serene clean
- Shower [breeze] [burst] [fresh] [fusion]
- [Simply] Country [breeze] [whisper] [calm] [fresh] [blossom[s]] [spring] [stream]
- [Soft] [Gentle] [Washed] Cotton [soft] [fresh] [whisper]
- [Soft] [Sun-Kissed] Linen [fresh]
- Spa Fresh
- [Sparkling] Glacier [mist] [splash] [blast] [burst]
- Spring [bloom] [blossom] [breeze] [burst] [clean] [mist] [shower]
- Sweet [blast] [breeze] [burst] [rush] [splash] [fruit] [clean]
- Tropical [bloom] [rainfall] [rose] [shower] [breeze]
- [Tropical] Palm [breeze] [escape]
- Try [this] [our] [new] [scent] [*insert scent descriptor*]
- Unscented
- Veranda [breeze] [flowers] [blossom[s]]
- Waterfall [clean] [burst] [rush] [splash]
- Whitewater [clean] [burst] [falls] [mist] [rush] [splash]

**Any claim above could be preceded by bold -or- clean -or- crisp -or- fresh -or- good -or- great -or- invigorating -or- light -or- long-lasting -or- nice -or- pleasant -or- soothing -or- pleasing -or- refreshing -or- relaxing -or- strong -or- warm -or- cool**

**Any claim above could be followed with aroma -or- bouquet -or- fragrance -or- perfume -or- odor -or- scent -or- smell -or- essence -or- clean**

**Packaging Claims:**

New[!] -or- [New! & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- 3 Canisters With 3 Matching Refill[s]  
[Pouches]
- 4 Refill Pouches for [*insert number*]-Count Canisters
- As easy as grabbing -or- dispensing [facial] tissues [from a box]
- [As easy as] [Just like] pulling a tissue
- Attach ['em] [them] [wipes] where you need -or- use ['em] [them] [most]
- Attachable [dispenser] -or- attaches -or- can be attached [to] [tile] [glass] [mirrors] [windows] [finished wood] [cabinets] [metal surfaces] [metal appliances] [painted] [wallboard] [plasterboard] [drywall]
- Available in [*insert number*] other designs
- Big size
- [Bleach-free] Clean [from Clorox] to go -or- on the go -or- [&] [and] go
- [Buy] One for [*Use Sites: Table 1*], one for [*Use Sites: Table 1*]
- [Buy] Two for [*Use Sites: Table 1*], one for [*Use Sites: Table 1*]
- [Buy] Two for [*Use Sites: Table 1*], two for [*Use Sites: Table 1*]
- [Big] [Value] Can
- [Buy] Two for home, one for school\*\* -or- the car -or- purse -or- to go
- [Can] [easily] Slip -or- Fit into a [purse] [pocket] [diaper bag] [backpack] [glove compartment -or- box] [car] [minivan] [SUV] [lunch box -or- bag] [briefcase] [luggage] [suitcase]
- Clorox® brings beauty [artistry] [elegance] [trendy] to cleaning!
- Clorox® [Disinfecting] Wipes To Go
- Clorox® Wipe [&] [and] ['N] Go Disinfecting Wipes
- Collect all [of the Designer Series] canisters!
- Combo Pack
- Coming soon
- Complete Refill Pack for [*insert number*] [Club Pack]
- [Contains] Same Clorox® wipes [you love] -or- same wipes, easier to grab
- [Convenient] [Size]
- [Convenient and] easy to use
- Decorate your [home] [kitchen] [bathroom] counter[s] [office] [bathroom(s)] [with designer wipes]
- Designer -or- Decorator -or- Holiday -or- Seasonal series
- Dispenses [Comes out] one wipe at a time
- Dispenses [wipes] like a tissue
- [Doesn't] [No more] pinch[ed] fingers!
- Double -or- Super Value [Size] [Pack]
- Easier -or- Easy [to Use] -or- Improved [Dispensing] [Dispenser]!
- Easier Than Ever to Use -or- Pull [Wipes] [Out]!
- Easy -and/or- Simple Dispensing!
- [Easy] [Better] [New] [&] [Improved] Dispensing
- [Easy] [Better] [New] [&] [Improved] [Dispensing] Lid -or- Closure -or- Cap
- Easy Breezy Dispensing
- Easy-carry handle
- [Easy] One-handed [dispensing] -or- Dispense [wipes] with [only] [just] one hand -or- Grab [wipes] [a wipe] [and wipe] with [just] [only] one hand -or- [Easily] Grab [wipes] one at a time
- Easy Grip -or- Hold [Canister] [Package]
- Easy open lid
- Easy -or- EZ Start Lid -or- Cap
- Easy on [your] hands
- Easy pop [top]
- Easy start & stop [lid]
- Easy start dispensing!
- Easy storage -or- to store
- Easy to carry
- Easy to Open -or- Thread
- Easy to pull wipes
- Easy to [store] [stack]
- Easy-to-use dispenser
- Easy to Use Lid
- Effortless dispensing!
- Fits almost anywhere\*
- Fits in [your] [car] glove compartment
- For Flat Pack: Peel -and/or- reseal [here]
- Get 1 wipe at a time, every time!
- Great [for] on the go!
- Great for the road -and/or- travel -or- traveling!
- Great for [the] [your] [use on] [*Use Sites: Table 1*] [*Use Surfaces: Table 2*] [!]
- Great for [those] [life's] [your family's] unexpected messes
- Guaranteed to not dry out!
- [Guaranteed to] Pull[s] Wipes One at a Time!
- Guaranteed to stay moist
- [Guaranteed] Wipes stay moist -or- wet
- [Have you tried -or- Look[ing] for -or- Also try] [the -or- our] [new] [redesigned] [easier-to-use] [tissue-like dispenser -or- packaging] [Clorox Disinfecting Wipes] [oval] [package -or- design]
- [Improved] Resealable -or- Snap & seal package -and/or- pouch -and/or- pack
- [Improved] Stay-wet -or- Moisture-lock -or- Stay-tight -or- Air-lock package -and/or- seal -and/or- pouch -and/or- pack
- Keep -or- Carry [one] [some] [a package -or- pouch -or- pack] in your purse -and/or- diaper bag -and/or- backpack -and/or- gym bag
- Hassle-free dispensing!
- Hassle free lid
- [Individual] refills -or- rolls -or- package -or- pouch [stay(s)] [keep(s)] [moist] [fresh]
- Individually wrapped for [freshness] [moisture-protection]
- [Individually wrapped refills -or- rolls -or- [disinfecting] wipes are] As fresh as the [disinfecting] wipes you use now
- Individually wrapped to [stay] [keep] [moist] [fresh]
- [Individually wrapped to be] As fresh as your [regular] [normal] [disinfecting] wipes
- Individually wrapped to preserve [freshness] [moisture]
- *insert number* free -or- extra -or- more wipes
- *insert number*% off
- *insert percent* Bigger quilted wipes\*
- *insert percent* more wipes\* [\*vs. *insert number* count Clorox Disinfecting Wipes canister]
- *insert wipe dimensions* wipes
- [Includes] *insert number* count refill [pack] -or- Contains *insert number* wipes
- [It's] the easy way to grab a wipe
- [Just] [Easily] Pop open [with one hand] [for easy use]
- Just like grabbing -or- dispensing [facial] tissues [from a box]
- Leave me out on the counter [to make cleaning easier]!
- Look[ing] for all *insert number* -or- other designs [to match your home]
- [Makes] [wipes] [as] easy to grab [as they are to use]
- Match me to your home décor!
- Mixed [refill] [pouch] [canister] Pack
- Moisture lock lid
- Moisture-lock refill -or- package -or- pouch
- [Money-saving] [Canister and] Refill [Value] [*insert number*] Pack
- Multi-refill pack
- No Hassle Lid -or- Cap
- No pinched fingers!

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**Packaging Claims continued:**

New[!] -or- [New! & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- No surface damage -or- [Adhesive] Removes without damage [or residue] -or- [Adhesive] Removes without damaging [most] [household] surfaces -or- Holds on strongly -or- Comes off cleanly
- No hassle lid
- No threading [required]
- No wasted wipes
- [Now] 25% -or- 35% -or- 50% -or- 75% -or- 100% -or- 150% stronger[†]
- [Now] 2x -or- 2.5x -or- 3x -or- 4x -or- 5x stronger[†]
- Now dispensing is effortless!
- [Now] [even] more wipes [per package -or- container -or- canister]
- [Now] [even] stronger [wipe[s]] [a] [Better Wipe[s]] [†]
- [Now] **insert number** wipes [per package -or- container -or- canister]
- [Now] [With] [An] Air-tight [seal -and/or- pouch -and/or- pack]
- [Now with] [Individually cut] wipes [that dispense one at a time]!
- Our [Best] [Easiest] [Smoothest] Dispensing Ever!
- [Perfect for] Use with the [Clorox] [Disinfecting] [Wipes] [this product] easy start lid
- Perfect size for kitchens -or- bathrooms
- Pop-up [top]
- Portable -or- Can be reattached [with bracket]
- Portable size
- Prevents wipes from bunching!
- [Pulls] [Dispenses] 1 wipe at a time!
- Pull 'n' go
- Pull-N-Wipe Lid -or- Cap
- Pulls Wipes Effortlessly [Every Time]!
- Pull wipes [from center [opening]] [like a tissue]
- [Puts] [Put] wipes where you need -or- use them -or- want them
- [Puts] [Put] wipes within [easy] [arm's] reach -or- at your fingertips
- Quick -and/or- easy -and/or- fast -and/or- convenient -and/or- versatile
- Quick-clip -or- convenient handle
- Ready pull
- Redesigned dispensing -or- dispenser -or- packaging -or- package [that's easier to use -and/or- dispense]
- Refill pack
- [Refill] [Pouch] [Canister] Combo Pack
- Refillable [with **insert number** wipes] -or- [Dispenser] Refill [pack] [for dispenser]
- Regular [wipe] [size] -or- Large [wipe] [size]
- Same easy dispensing
- Same great [product] [wipes]. New [easier] [simpler] form -or- package -or- packaging.
- Single sheet dispensing!
- Soft Packaging [for] [Easy Storage]
- Stackable [disinfecting] [wipes] refills -or- package(s) -or- pouches
- Stays -and/or- Keeps moist -and/or- wet [better than ever -or- before]
- Take Clorox® [Disinfecting] Wipes [with you] on the go[:] [on] travel -and/or- [in -or- on] [**Use Sites: Table 1**] -and/or- [**Use Surfaces: Table 2**] -and/or- [your] [the] purse -and/or- diaper bag -and/or- gym bag
- Takes up less [space] [room] [[than your [current] [existing] canister -or- container]
- [The cleaning power of Clorox wipes] [same Clorox Wipes], [now with a -or- an] easier -and/or- new -and/or- innovative -and/or- redesigned packaging -or- dispensing -or- package
- [The Designer Series is] Beautiful [elegant] enough to leave out [on counter(s)] [desk(s)] [in bathroom] [in kitchen] [in office]
- The [same] [Clorox] wipes [you love]
- Three pack -or- multi-pack
- Twin pack -or- two pack -or- dual pack
- To Go [pack] [size]
- [To Go] [Purse] [Trial] [Travel] [Pocket] Size -or- Pouch -or- Pak
- Travel [size -or- pack]
- Trial [size -or- pack] -or- Paper towel size [8.5"x11"]
- Try me [on] [for] [**Use Surfaces: Table 2**] [!]
- Tub refill
- Value pack
- Value size
- Value Twin
- Wipes Come Out One at a Time!
- Wipes don't bunch together!
- Wipes [pull out] [dispense] effortlessly!
- [Wipes] Stay[s] wet -or- moist longer
- Wipe up [and go]
- [With] Pop action

\*vs **insert wipe dimensions** size

†In comparison to [prior] [past] [previous] [old] wipe [material] -or- Versus [prior] [past] [previous] [old] wipe [material]

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**Heavy Duty Claims:**

New[!] -or- [New! & Improved!] *to be used as a claim descriptor only for the first 6 months of product on shelf*

- Better -and/or- Improved -and/or- Stronger -and/or- Textured wipe cleans -and/or- removes -and/or- works great on [**Use Surfaces: Table 2**]
- [Better] [Improved] [Stronger] [Thicker] Wipe!
- Cleans -or- Removes -or- Good for -or- Great on -or- Works great on [tough] [soap scum] [baked-on] [grease] [soils] [messes] [spaghetti sauce] [kitchen messes] [dirt] [soils] [bathroom messes]
- Clean and scrub clean
- [Cloth-like] [softer] [feel]
- Dissolve[s] -and/or- Pick[s] up dirt, [don't] [doesn't] [just] push it around
- [Double] [Dual] [Two]-sided [scrubbing] wipes
- [Double] [Triple] Reinforced wipe
- Dual action
- Easy to grip -and/or- hold -and/or- handle
- Feel the difference with [our] [improved] honeycomb texture -or- wipe
- Feels -or- works like a cloth
- For tough messes throughout the house
- Great -or- Tough Cleaning in a [Thick] Wipe
- Honeycomb texture -or- weave -or- material [grabs -and/or- picks up -and/or- traps] [more] [of] [your] [dirt -and/or- soil -and/or- grease -and/or- messes]
- Honeycomb texture -or- wipe cleans [better] [more soils -and/or- messes]
- Ideal -or- Great for many cleaning jobs in the kitchen [and the bathroom]
- [Improved] Honeycomb [wipe -or- cloth -or- fabric] [grabs -and/or- picks up -and/or- traps] [more] [of] [your] [dirt -and/or- soil -and/or- grease -and/or- messes]
- [Improved] Texture[d] [wipe] great on [greasy] [all] messes
- [Improved] Textured [thick] wipe [cleans] [shines] better
- [Improved] Textured wipe lasts longer
- [Improved] Wipe grabs more soil -and/or- dirt -and/or- grease
- [New texture] [Thick wipe] Stays wet [longer]
- Now [New!] [& Improved!] [Redesigned!] with "micro clean" -or- DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave fibers [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Now [New!] [& Improved!] [Redesigned!] with "micro clean" -or- DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Now [New!] [& Improved!] [Redesigned!] with "micro clean" -or- DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave pockets [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Now [New!] [& Improved!] [Redesigned!] with "micro clean" -or- DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave ridges [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Now [New!] [& Improved!] [Redesigned!] with "micro clean" -or- DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave technology [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- [Now] [Reinforced] [with] Quilted [strength]
- Now thicker -and/or- stronger
- Now with DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave cloth [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- [Now] With stay-wet technology
- One side is like a scrubbing sponge, the other is like a wipe
- [Redesigned!] with "micro clean"
- Soft side for wiping -or- cleaning dirt away and cleaning
- Soft weave wipe cleans [**Use Surfaces: Table 2**] better [in] [**Use Sites: Table 1**]
- Softer wipe
- Specially formulated -or- designed -or- with patented technology to [clean better] -or- [trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Stays wet longer -or- holds moisture longer
- Textured -or- scrubby -or- rough [side] -or- [scrubbing fibers] for [scrubbing] [cleaning] [removing] [wiping] [tough] [stains] [soils] [messes]
- Texture traps more soil -and/or- dirt -and/or- grease -and/or- germs†
- Textured wipe [works] better on tough stains
- Textured wipe reduces streaks [on] [**Use Surfaces: Table 2**]
- The scrubbing [power] [side] of a sponge in a cleaning wipe
- Thick -and/or- Low-Streak Wipe

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**Heavy Duty Claims continued:**

New[!] -or- [New! & Improved!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- Thick -and/or- soft wipe
- Thick Wipe[s] and Low-Streak Formula for [Everyday] [Daily] [Tough] [Cleaning] [Messes] [Anywhere\*] [Around -or- Throughout the Home -or- Office -or- School\*\*]!
- Thick, Low-Streak Wipe[s] [for] [Cleaning] [Clean[s]] Multiple Surfaces [Anywhere\*] [Around -or- Throughout the Home -or- Office -or- School\*\*]!
- Thick, Low-Streak Wipe[s] for [Everyday] [Daily] [Tough] [Cleaning] [Messes] [Anywhere\*] [Around -or- Throughout the Home -or- Office -or- School\*\*]!
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] work[s] great on [tough] [dirt -and/or- soil -and/or- grease -and/or- messes] [Anywhere\*] [Around -or- Throughout the Home -or- Office -or- School\*\*]!
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] Clean[s] Tough Messes [Anywhere\*] [Around -or- Throughout the Home -or- Office -or- School\*\*]!
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] for [Everyday] [Daily] [Tough] [Messes] [Cleaning] [Anywhere\*] [Around -or- Throughout the Home -or- Office -or- School\*\*]!
- [Thick] Wipe cleans -and/or- scrubs -and/or- disinfects better
- Thick wipe with "moisture seal" -or- "moisture lock"
- [Thick] [Wipe] Stays wet -and/or- moist longer
- Thicker -and/or- stronger wipe cleans -and/or- dissolves -and/or- absorbs [more] soil -or- messes better
- Thicker wipe removes more stains
- [Thicker wipe] [Is] Tougher on stains -and/or- soil -and/or- dirt -and/or- grease
- [Thicker] Quilted wipe
- [Thicker,] [stronger] wipe
- [Virtually] Lint Free
- Wiping -or- smooth -or- soft side for cleaning dirt away and disinfecting
- [With] [moisture] [trapper] pockets -or- ridges -or- [added] [more] texture to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs
- [Wow] Scrubs like a sponge

**Environmental Claims for Refills**

- Less plastic -or- waste -or- material [to throw away]
- [Package] [Uses] [Made from] [Made with] **insert percent%** less plastic -or- waste -or- material

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### Value Claims

Now -and/or- New[!] and -or- & Improved[!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- [Better] [Improved] value!
- [Get] more wipes [at] the [same] [old] [original] price
- **Insert number** [more] [wipes] for the price of **insert price!**
- **Insert percent%** [cheaper] [less expensive] [off]
- **Insert percent%** [more] [value] [affordable]!
- [Money-saving] [Canister and] Refill [Value] [**insert number**] Pack
- [Now] **insert percent%** more [wipes]!
- Now lower cost per wipe
- [Now] more [of the same great] [product] [wipes] for less!
- Refills save you money
- Same great [product] [wipes] at a [better] [improved] value!
- Save **insert percent%** !
- Save money and plastic [with Clorox® [Disinfecting] [Wipes] refills]

### Usage Claims

Now -and/or- New[!] and -or- & Improved[!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- [Drops] [Slides] into an empty [disinfecting] [wipes] canister -or- container
- [Easy] [Simple] [Quick]-loading refill -or- roll -or- [disinfecting] wipes
- [Easy] [Simple] [Quick]-to-load refill -or- roll -or- [disinfecting] wipes
- Just [drop] [slip] [slide] the refill -or- roll -or- [disinfecting] wipes in [an empty canister -or- container]

### Miscellaneous Claims

Now -and/or- New[!] and -or- & Improved[!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- Box Tops for Education
  - Cast your [design] vote [at [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> -and/or- by texting **insert number**]
  - Do not remove label/cut out Box Tops for Education proof of purchase until product has been completely used
  - Enter -or- Vote [now] [and win]
  - Help us [with our canister makeover] [pick our future -or- next [canister] design]
  - Look out [on shelf -or- in stores] for [a] [our] [new] [decorative] [beautiful] [pretty] [hip] [fun] [trendy] [Designer] [Series] packaging -or- canister[s] -or- container[s] -or- [oval] [package[s]] [shape[s]]
  - [Now is your chance to] Customize your [wipes] canister
  - [Same great wipes!] [Decorative] [Beautiful] [Pretty] [Hip] [Fun] [Trendy] [Oval] packaging -or- package[s] -or- canister[s] -or- container[s] -or- shape[s]
  - See back -or- sticker for details -or- rules -or- instructions
  - See details -or- rules -or- instructions [on] [back -or- sticker]
  - See -or- Visit [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> for details -or- rules -or- instructions
  - See [the] [our] [ads -or- series] in **insert publication name(s)**
  - See your favorite design [hit shelves] [in stores]
  - Visit [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> -and/or- text **insert number** to vote -or- pick [for] [a] [your] [the] [future -or- next -or- favorite][canister] [design]
  - Visit **insert website** [to get involved] [to participate] [-and/or- to vote] [for more information -or- details]
  - [Visit -or- Check [out] our website at] [www.clorox.com](http://www.clorox.com) [for more information] [on Clorox®]
  - [Vote for a] Chance to win prizes
  - Vote [online] [now] for [a] [the] [your] [future -or- next -or- favorite] design [at [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> -and/or- by texting **insert number**]
  - Vote -or- Tell us -or- Share [your opinion -or- story] at **insert website**
  - What [design] do you want to see [next] [in the future]?
  - What [design] would look good -or- best [on] [in] [your] [the] [**Use Sites: Table 1**] [**Use Surfaces: Table 2**]?
  - What would you Wipe Out?
  - Wipe -or- Clorox [Points] [Rewards] [Credits] [Extras][,] [Enter code to redeem at **insert website**][,] [Visit **insert website** for great news -or- offers -or- rewards]
- Note: Text for contest/sweepstakes**
- [You] Choose -or- Decide [a] [your] [the] [future -or- next -or- favorite] [design] [at [www.clorox.com](http://www.clorox.com) <<http://www.clorox.com>> -and/or- by texting **insert number**] [to hit shelves -or- stores]
  - [Your] [favorite] [**this product**] [wipes] [are] [Now] [Also] Available in [a] [our] [new] [decorative] [beautiful] [pretty] [hip] [fun] [trendy] [Designer] [Series] packaging -or- canister[s] -or- container[s] -or- [oval] [package[s]] [shape[s]]
  - [You're invited to] Be [a] [our] design expert
  - [You're invited to] Share your opinion

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**Use Sites: Table 1**

**Use on hard, nonporous surfaces in:**

Airplane -or- Plane [Lavatory -or- Lavatories] [Tray Tables]	Factory[ies] -or- Plants	Mass Merchandisers, Discount Retailers -and/or- General Merchandise Stores	Restaurants
Airports	Family Rooms/Areas	[Medical] Clinics	Restrooms
Ambulances	Fast Food Restaurants	[Medical -or- Dental -or- Physician's -or- Doctor's -or- Nurse's -or- Pediatrician's]	School** Buses
Automobiles	Fitness Center[s] [Equipment]	[Office[s]] [Waiting Room[s]]	School** -or- City -or- Public Transit -or- Commuter Buses
Basements	Garages	[Exam[ination] Room[s] -or- Table[s]]	Schools**
Bathroom[s] -or- Locker Room Facilities [Surfaces]	Gas Stations	Military Installations	Shelters
Boats	Grocery Stores	Motels	Ships
Bowling Alleys	Gymnasiums	Motor Homes	Shops
Buses	Gyms	Motorboats -or- Houseboats	Storage Areas
Butcher Shops	Health Clubs	Nurseries	Subways
Cafeterias	Home Centers	Nursing Home[s] -or- Convalescent Home[s] -or- Senior [Citizens'] Home[s]	Supermarkets
Camper[s] -or- RV[s] -or- Trailer[s] -or- [Mobile] Home[s]	Homes [House holds]	Offices	Trains
Campgrounds	Hotels	Pet Areas	Trolleys
Cars	[Households]	Pharmacies	Vacation Homes
Church[es]	Industrial Facilities	Play Areas	Vehicle [Interior[s]] [Exterior[s]]
[Common] [Classroom] [School]** [Play] Areas	Institutional Kitchens	Play Rooms	Veterinary Clinics <sup>‡</sup> -or- Offices <sup>‡</sup>
Convenience Stores	[Institutional] Laundromats	Playground Equipment	Warehouse Clubs
Correctional Facilities	Institutions	Playgrounds	Work[place]
[Damp] Storage Areas	Jungle Gym[s]	Public Facilities	
Day Care Centers	Kennels	Public Restrooms	
Dens	Kids' -or- Children's [Play] room[s] -or- [Family] Den[s]	Public Telephone[s] [Booths]	**Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.
Dorms	Kitchen[s] [Surfaces]	Recreational Centers [Facilities]	
Elder Care Centers	Laboratories	[Rental] Cars	‡noncritical surfaces in:
[Elementary] Schools** -or- Colleges -or- Universities	Lavatories	Rest Stops	
Elevators	Living Areas -or- Rooms		
	Locker Rooms		
	Lounges		
	Malls		
	[Manufacturing] Plants		
	Markets		

**Use Surfaces: Table 2**

**For use on hard, nonporous surfaces (such as):**

Appliances [Appliance] [Exterior[s]] [Surfaces] [Outside of]	Drain Boards Drawer Pulls Dressing Carts Drinking Fountains* Elevator Buttons Faucets [Filing] Cabinets Finished Hardwood[s] Floors Floors Around Toilets Garbage Cans Garbage Disposals General Use[s] Glass Glass [tables -or- tabletops] Glazed Tiles [Grocery [Store]] [Shopping] Basket Handles [Grocery [Store]] [Shopping] Cart Handles [Grocery [Store]] [Shopping] Carts Gym Equipment Hampers Hand Dryer Buttons Handrails High Chairs* Interior Plastics [Kid's] Play [Structures] [Equipment] [Furniture] [Tables]	Non-Food-Contact Surfaces of High Chairs Office -or- Bedside Furniture Office Machinery Painted Surfaces Paper Towel [Dispensers] [Holders] Patio Furniture/Lawn Chairs Pet Areas/Surfaces Picnic Tables Plastic Plastic Shower Curtains Playground Equipment Playpens Porta-Pottie[ies] -or- Portable Bathroom[s] [Public -or- Pay] Telephones -or- Phone Booths Range Hoods Recycling Bins Refrigerator Door Handles Refrigerator[s] Exterior[s] [Outside of] Restaurant High Chairs [Salad Bar] [Buffet] [Cafeteria] Sneeze Guard[s] [School]** [Toys*] [Supplies] Surface[s] [Sealed] Granite [Countertops] [Shower] Doors Shower [Walls] Showers Sinks Stainless Steel Appliances Staplers Steering wheels Stereo Consoles Stovetop Exteriors Tables [Tiled] Walls [Toilet] [Toilet Flush] [Faucet] [Telephone] [Dishwasher] [Cabinet] [Door] Handles	Toilet -and/or- Urinal Exterior[s] [Surfaces] -or- Exterior Toilet Surfaces Toilet Seats Toys* Toy Boxes Toy Storage Bins Training Toilets Training Tools Trash Cans Trash Compactors [TV] [Remote[s]] [Controls] [Under] Sinks Vending Machine Surfaces Vinyl Upholstery [Vinyl] Wallpaper Walkers Walls Washing Machines [Washers -and/or- Dryers] [Exterior[s]] [Outside of] Wastebaskets [Water] [Drinking] Fountain [Toggles] [Handles] Wheelchairs Windows
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[For surfaces that incorporate electronic components, please consult manufacturer's instructions]

\*rinse with water after wiping with -or- using the product  
\*\*Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.